## REMARKS

Claims 1-23 are pending in the application. Reconsideration and allowance of claims 1-23 in light of the arguments and amendments herein are respectfully requested.

The present application relates to monitoring the interaction of randomly selected users with particular World Wide Web domains. Conventional monitoring of user interaction generates large amounts of data by monitoring interaction of all users with a web site. The attendant cost of storing and analyzing that information is a problem.

The present invention defined by claims 1-23 overcomes these problems by monitoring usage of only a sampled population of users, rather than all users. Thus, claim 1 recites "a client component for determining whether a user identification code associated with said web browser indicates that said web browser is within a sampled population," *(emphasis added)*. Then, "in the event said web browser is included within said sampled population," the client component "transmit[s] usage data indicative of said interaction" *(emphasis added)*. Only if the user is within the sampled population does the user's web interaction get monitored and saved.

Claims 1-7 and 13-23 stand rejected under 35 U.S.C. § 102(e) as being unpatentable over U.S. patent number 6,112,240 to Pogue, et al. ("Pogue") in view of U.S. patent publication number 2001-0020236 to Cannon ("Cannon').. Claims 8-12 also stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Pogue in view of Cannon. These rejections are respectfully traversed. Even if Cannon is combined with Pogue, the claimed invention does not result.

Pogue discloses a conventional web site client information tracker of the type described in paragraphs [0005] – [0006] of the background section of the present application and referred to above. Pogue discloses monitoring interaction of all users with a web site. In Pogue's system, all browsers of all users are monitored in their interaction with the web page. Data collection occurs without any discrimination among users to limit users from whom data should not be collected. Pogue does not show, describe or suggest that only a sampled population of users may or should be monitored, and Pogue does not disclose determining if the web browser is within a

sampled population and transmitting usage data only in the event that the web browser is in the sampled population.

Cannon actually relates to a method for managing large quantities of demographic data and media access information for purposes such as advertising. ¶[0002]. More specifically, Cannon relates to a system for managing data produced by A.C. Nielsen Co. by equipment which monitors television viewing by "a sample" of 5,000 households. Thus, out of all households viewing television in the country, Nielsen provides "specialized equipment attached to televisions in the homes" of the sample population of 5,000 households. By "communicating with these devices using telephone line connections; Nielsen accumulates data. The Nielsen data describes the viewing choices of each of the household members in a time segment format." Cannon ¶[0068].

As disclosed by Cannon, a database of Nielsen data is made available to television stations, advertising agencies and others. However, the database of Nielsen data is so large that managing the data can be difficult. Cannon ¶[0073] -¶[0075]. Cannon presents techniques for more readily managing the large database.

However, the "sample" referred to in Cannon has nothing to do with the data collected. All data are collected from all of Nielsen's "specialized equipment attached to televisions" and stored in the database. In that regard, Cannon operates like Pogue, which discloses monitoring interaction of all users with a web site. The "sample" in Cannon refers only to the subset of television viewers who have the Nielsen equipment installed. But Nielsen's equipment does not interact with non-Nielsen viewers—those viewers don't have the Nielsen equipment installed. The independent claims of the present application instead relate to a system in which all of a population is "interacted with," but only the sampled population's usage data is gatherer:

> transmitting usage data indicative of said interaction **in the event** said web browser is included within said sampled population **wherein said sampled population comprises a subset of a set of web browsers interacting with said content server** *(emphasis added)*

Independent claims 8, 13, 17 and 21 include similar limitations.

The use of the terms "sampled population" in claim 1, for example, and "sample" in Cannon ¶[0068] is confusing. The "samples" do not describe the same thing. In claim 1, the

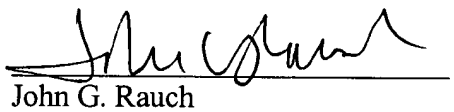
sampled population is a subset of web browsers interacting with a server. In Cannon, the sample is a group of viewers all of whom interact with television broadcasting and all of whose data is collected. This group is selected from the total universe of viewers of television.

Cannon does disclose "that the concepts and techniques of the present invention are equally applicable to tracking and analyzing the behavior of a sample population for visitors to web pages on the World Wide Web." ¶[0133]. However, applying the system disclosed in Cannon would involve adding "specialized equipment" to a group of web browsers or computers out of all possible visitors to the web pages on the World Wide Web, and collecting data from that specialized equipment. This is not what is claimed.

Accordingly, even if the "sampling" suggestion of Cannon (mentioned only in a single paragraph of an application with more than 600 paragraphs) is combined with the conventional web site tracker of Pogue, the result fails to disclose all the limitations of the currently pending claims. Reconsideration and allowance of claims 1-23 is respectfully requested.

With this response, the application is believed to be in condition for allowance. Should the examiner deem a telephone conference to be of assistance in advancing the application to allowance, the examiner is invited to call the undersigned attorney at the telephone number below.

Respectfully submitted,



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